

Critic

5th Section



England
Her civilisizing
mission

Compagnie Commerciale Sud-Américaine

(anciennement Carlos Rubbens & Co.)

SOCIÉTÉ ANONYME

BUENOS AIRES

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SOCIÉTÉ ANONYME DE NIEL-ON-ROPELL, NIEL-ANVERS. Ciment Portland JOSSON.
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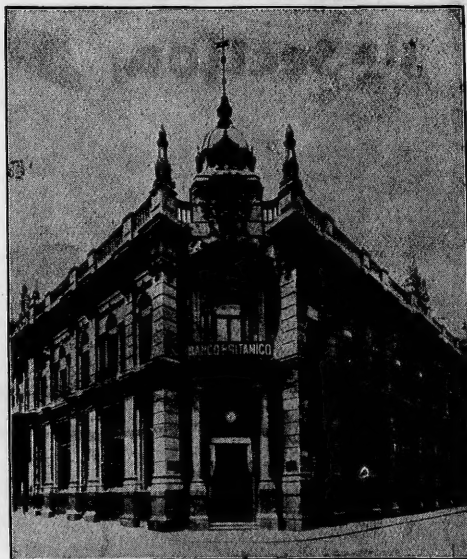
Ocres et Couleurs-Bois de Placages.-Marbres Belges

Exposition Internationale du Centenaire 1910

GRAND PRIX D'HONNEUR

BANCO BRITANICO DE LA AMERICA DEL SUR

Establecido en 1863



Casa central de Buenos Aires

CALLE BARTOLOME MITRE 400, ESQUINA RECONQUISTA 91

Sucursales en Buenos Aires: Rivadavia 2832; Bernardo de Irigoyen 1502; Santa Fe 2502; Victoria 1100;
Corrientes 3102; Mitre 100, Avelleda.

CAPITAL SUBSCRITO. \$ 2.000.000 o sean \$ 22.910.000 c/l.
CAPITAL REALIZADO. \$ 1.000.000 o sean \$ 11.455.000 c/l.
FONDO DE RESERVA \$ 1.100.000 o sean \$ 12.400.000 c/l.

ABONA HASTA NUEVO AVISO

Por depósitos en cuenta corriente 1 o/o
Por depósitos plazo fijo de 2 meses 3 o/o
Por depósitos plazo fijo de 3 meses 4 o/o
Por depósitos plazo fijo de 6 meses 4 1/2 o/o
Por depósitos plazo fijo de 1 año 5 o/o
Por depósitos en Caja de Ahorros hasta \$ 20.000 c/l. o \$ 10.000 oro 4 o/o
Arriba de estas sumas 5 o/o

Buenos Aires, Diciembre de 1914.

F. M. HERIOT, Gerente.

Banco de Londres y Río de la Plata

Casa Matriz: 7 PRINCES STREET, Londres E. C.

En Buenos Aires: Bartolomé Mitre, 399

En Barracas al Norte: Monets de Oca, 701

SANTA FE 2122

ONCE: Pueyrredón 301 — BOCA: Almirante Brown 1159 — CONSTITUCIÓN: B. de Irigoyen 1138

Rosario, Bahía Blanca, Mendoza, Concordia, Tucumán, Paraná, Córdoba, Montevideo calle Cerrito 203 y Agencia calle Río Negro N. 5, Paysandú, Salto Oriental, Bahía, San Paulo, Santos, Pará, Pernambuco, Río Janeiro, Curitiba, Manaos, Victoria (Brasil), Valparaíso, París, Amberes.

AGENCIA EN NUEVA YORK: 51 WALL STREET.

LETRAS DE CAMBIO

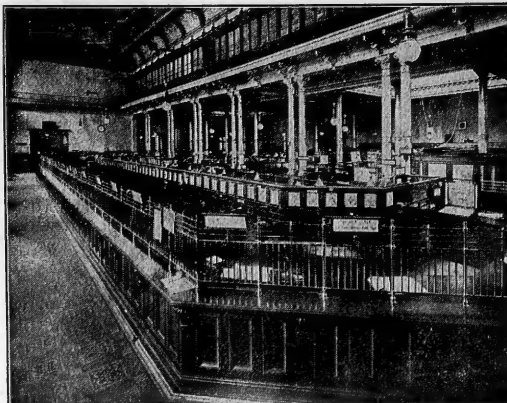
CARTAS DE CREDITO

Transferencias Telegráficas

Compra y Venta de Títulos

COBRANZAS DE CUPONES
Y DIVIDENDOS

TITULOS EN CUSTODIA



DESCUENTOS

Cobranza de letras y Pagarés

Cuentas corrientes
oro y moneda legal

Depósitos a Plazo Meses Moneda
legal 3 1/2 o/o y oro 2 1/2 o/o al año

Depósitos a Plazo 6 Meses Mo-
neda legal 4 o/o y oro 3 o/o al año

Caja de Ahorro oro 2 o/o al año

Se reciben depósitos en CAJA DE AHORROS en las sucursales Once de Septiembre, calle Santa Fe, calle Bernardo de Irigoyen, Boca del Riachuelo y Barracas al Norte.

Buenos Aires, Diciembre 1.º de 1911.

JAMES DEY y HARRY SCOTT, Gerentes.

THE ARGENTINE CHARACTERISTICS



For convenience of description local geographers describe the republic under four heads: the Litoral, the Central, the Andean, and the Patagonian regions. It is simpler however and more comprehensive to say that the extreme northern provinces are subtropical, the south of the republic beginning with Obispo, subtropical; that the western quarter of the whole extension is mountainous, and the remainder is

choy, great picturesque algarrobo in season dropping with their rich beautiful fruit from which a kind of bread is made; immemorial wild fruits, enormous like climbing plants and a wild rose garden of beautiful flowers. The fauna is no less remarkable for its abundance and variety: South American lions and tigers, guanaco and vicuña, otters, anteaters and tapirs, pelicans and ostriches, parrots and ostriches abound. In its immense mountains gold, copper, iron, tin, marble, slate, basalt, etc., have been worked. The soil is not able for its fertility, the principal product being as in generally known, sugar, the province possessing over thirty sugar factories. The most modern and wealthiest of these is the beautiful property of the Bourgas family, known as San Pablo, established by the grandfather of the present owners. The annual output of sugar for the province is about 120,000 tons.

The capital, Tucuman, is an interesting city of perhaps 20,000 inhabitants. It is of great historical importance in the annals of the republic, with an artistic distinction all its own. Many of the most famous men of the country were sons of its garden province.

Salta has the same fauna and flora as its neighbor, but with even times the extension it stretches away into the northern and eastern plains, and brings a petrolium, carbonaceous and thermal region. Over large tracts it is almost destitute of water; in others equally extensive, it is a network of streams. Its eastern parts are generally sufficiently hot in summer; but for all that, Salta is a province with a great future. It produces everything that tropical climates can produce; and its population will be in the future. However, these two and the northern Andean provinces are not suitable for stargazers, owing to the malarial fevers that are so common a scourge there.

Corrientes and Misiones are better suited as they are salubrious. They, with Entre Rios form the Argentine Mesopotamia. With the majestic river Uruguay to the east and the great Paraná (signifying "Great-as-these") on the west and south, these provinces form an immense plain, the extent of the whole of the kingdom varied in its tropical splendor that is well understood. Misiones particularly so. It is later into another world. Cedar, pine, laurel, and its infatigable streams in the forest, labrador, giant quercus, parts, and its majesty is abundant. The

whole mesopotamian region is agricultural and pastoral. Its products are those of hot and temperate countries; in the north sugar-cane, cotton, silk, oranges, bananas, pineapples, tobacco, maize, etc.; and in the south cereals, apples, peaches, citrus fruits. It has about 20,000,000 head of cattle, sheep and horses. As with the Paraná and Uruguay are open to ocean going ships, this part of the republic has an unquestionably great future.

The Andean provinces offer generally the same aspects, deep and often narrow valleys traversed for rapid rivers often so that its wild torrents striking up rivers to the clouds the grim grey, and

mountains, dead and still beneath their snowy shroud in winter and spring; hiding in their naked, plantless, lifeless solitude throughout the summer. The sheltered valleys, as in Mendoza, La Rioja and San Juan, are often of remarkable fecundity. The three, olive, fig, mulberry, ordinary fruits and cereals grow to perfection. The wine province mentioned are especially famous for their wines. Indeed, they might well become great wine exporting centers. Between Mendoza and San Juan has passed into a proverb, and is a polite way of saying that a man has taken more wine than is convenient; irrigation on a modest scale has made headway in these provinces, a great advantage being that the melting snow on the Andes, where practically all Argentine rivers rise, supplies a considerable volume of water during the summer months when it is most needed. Properties in these provinces frequently run to an enormous size, a quarter or half a million acres being more or less common, and some exceeding a million and even two million acres in the mountain districts. These latter however, are too bleak and exposed to counterbalance to have much value excepting for summer pastures. The greater part of this business is carried on with Chile. The Andean provinces abound in mineral deposits: Jujuy for example has deposits of petroleum, asphalt, rock crystal, gold, borax of which it exports considerable quantities, etc. Catamarca has gold, silver, nickel, copper, iron, low nitrates, borates, salt and kaolin. To these La Rioja adds cobalt, tin, precious stones such as the topaz, and beautiful marbles. In this province are the famous Famatina silver mines, at one

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Mendoza is the most important of the Andean provinces. A great part of it consists of extremely fertile valleys, which when properly irrigated give surprising returns. It is preeminently the wine-growing district of the republic, the soil and climate being exceptionally suitable. The capital, Mendoza—partly destroyed by an earthquake in 1861 when 15,000 persons perished, the site being afterwards changed to the present one—is older than Buenos Aires, having been founded in 1560 or twenty years before the definite foundation of this city. The climate of the province is somewhat varied, the thermometer marking from 5 to 41 degrees, according to situation and season. For the Colonists or North Americans with a sound practical knowledge of wine making or grape-growing for table consumption, Mendoza holds out many inducements; but outside of that small field it has little to offer. It does, however, begin the pine tree of the Andean region, which further south forms important forests.

The immense expanse of the pampas, fertile and generally well watered and having a generous rainfall, gives them a marked advantage over any other plain area of similar extent. The great plains of Russia like the prairie of North America, are buried under the snow during a fairly long period each year; whereas the great plains of Australia are parched in summer by the fierce sun that beats down upon them month after month without even a passing cloud to soften its fire; whilst even India, which in a certain measure has the same advantage of eternally monsoonal mountains to feed the great rivers that wind their way through

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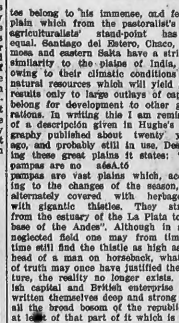
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Gauchos of the west dancing the tango



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Making flour

These subtropical parts of the republic are in many ways marvels of nature's prodigality. If we leave out Jujuy, which is of altogether minor importance, we find ourselves in a land of wonders. Tucumán, the smallest of the province, is not infrequently called the "garden of the republic". Its scenic beauties are on changing. It is traversed by the great mountain range of Aconquija, which rises to upwards of 15,000 feet, and shuts on the snow-capped Frontier.

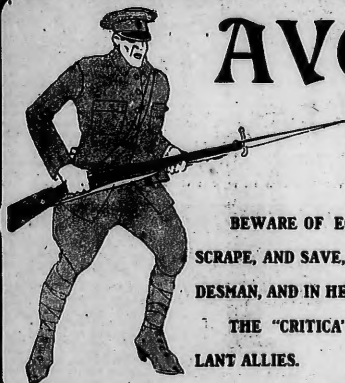
The eastern slopes of these mountains and their spurs are covered with fertile soil more than two-thirds a profusion of vegetation so rich and varied in its tropical splendor that the most insatiable forests seem to carry out into another world. Cedar, pine, laurel, and its infatigable streams in the forest, labrador, giant quercus, parts, and its majesty is abundant. The

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AVOID STAGNATION

BEWARE OF ECONOMISING, IT MAY BE CARRIED TO FAR. THERE IS ONLY SO MUCH MONEY IN THIS WORLD AND TO SCRAPE, AND SAVE, AND HOARD, MEAN SOME ONE IS SUFFERING AND EVERY HOUSEHOLDER SHOULD HELP THE TRADESMAN, AND IN HELPING THEM TO KEEP GOING (BUSINESS AS USUAL) KEEP THE FLAG FLYING.

THE "CRITICA", CAN RECOMMEND THE FOLLOWING LIST OF BUSINESS HOUSES, AS ALL BRITISH OR THEIR GAL-LANT ALLIES.

DODERO Hermanos

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SARMIENTO 477

Rosario:

SAN MARTIN 420

Montevideo:

MISIONES 1463

Bahia Blanca:

ALBINA 161

Telegraphic Address: "Doderobros"

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BIARRITZ HOTEL

PUNTA DEL ESTE

Proprietor EDUARDO FRANCELINI
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Excellent: single Sala bathing, Sailing, Fishing, Riding, Tennis, Motoring.
For further particulars apply to Eduardo Francelini, (Proprietor of the Comp. Jockey Club, Mar del Plata), Hotel Biarritz, Punta del Este, República del Uruguay.
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